



SCMA NEWS

New Year, New Look, New Rides



Here's what's on the horizon:

- ✓ Soup Run, Jan. 15
- ✓ Sweetheart Ride, Feb. 12
- ✓ Banquet & Day Ride, March 3

And in 2012 look for...

- ✓ Dog Days of Summer is back on July 15
- ✓ SCMA Best 15 Roads Challenge
- ✓ Plus, all our old favorites...

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We want to hear from you! [Contact us:](#)

www.sc-ma.com

P.O. Box 487 | Norwalk, CA | 90651-0487

What a year we have ahead!

SCMA and its five affiliated Clubs have a full calendar of rides for 2012. We will keep you up to date on all of it with the newsletter and also on our website at www.sc-ma.com. Check both the SCMA News and the SCMA website for all the up-to-date information on what's going on in the world of motorcycling in southern California.

SCMA is offering five one-day rides, two weekend rides, the 37th Three Flags Classic, the 29th USA Four Corners, the California Park Adventure, the California Mission Tour and the newly introduced SCMA Best 15 US Roads Challenge. Come join us, for the fun of it!

Roadsigns

The new year is upon us. Hopefully, 2012 will be better for us all. More jobs, more peace and more time for riding would be nice. For SCMA, here is what is ahead.

A New Newsletter...

This is the last printed issue of the newsletter. The first thing you have probably already noticed is a new look. This is the first edition of the new version.



This isn't the first time that SCMA has dressed itself up with a new set of clothes. Going back through the archives, I have found at least 4 versions of the newsletter. Excuse us while we get these new clothes to fit properly. Like a new Aerostich jacket, it will feel a little stiff at first and we may have to do some alterations to get the sleeves right. But I am confident that we will end up with something that wears well, is versatile and allow us to ride lots of miles in comfort. A tip of the hat to my wife, Giovanna Piazza, who is largely responsible for what you see in front of you.

...and the End Of The Printed Era

Most of us would agree that the world is changing faster than we would like. But, it is also providing us with increasingly powerful, efficient, instantaneous and cheaper ways to communicate.

SCMA has been around for a long time—about 40 years. Back then typewriters, dial telephones wired to the wall, large-frame computers, broadcast television, 8-track tape players, LP records, AM-FM car radios, newspapers, magazines and printed newsletters were the way we communicated and entertained ourselves. Since then, pagers, fax machines and in-car

mobile phones have come and gone. Record players became cassette players became CD players became iPods. Desktop computers came but are mostly replaced with laptops and electronic tablets. Smart phones are the kings of devices. For many users, email has been supplanted by Facebook and Facebook has been supplanted by Twitter.

The SCMA board of directors has decided to stop printing the newsletter. Over the last few years we have been shifting to an electronic version. Today, only about 150 of our members select the printed newsletter option and pay an additional \$20 per year. But that doesn't cover the cost and so other members subsidize the difference. You will be shocked to learn that our cost to produce, edit, print, fold, label and mail the newsletter is now over \$700 per month. It takes several steps and several people to get it out the door and into the hands of our readers.

While this is the last printed issue, anyone who decides to can download the electronic version, print it and carry it into the reading room for your morning...well, you know.

The new newsletter will be "pushed" to all SCMA members by email every month. This means you will not have to go looking for it on our website. It will pop into your mailbox assuming we have your current email address. If you have a new email address, please send it to BlakePAnderson@gmail.com Be patient for a month or two until we get the mailing list tuned up and running well.

Roadsigns is a new column written by SCMA Chairman, Blake Anderson. Blake can be reached by email at BlakePAnderson@gmail.com or by phone at 714.801.3931

A New Premier Riding Event

In early 2011 we announced the first SCMA Best 15 US Roads Challenge. It was on the website but it pretty much passed by unannounced. It appears that only two riders (Larry and Kathy Lamarche) have completed the challenge in this first year. The SCMA Board has decided to re-introduce the ride for 2012 with a new collection of roads. Some of the roads featured in 2011 will remain (such as Beartooth, Going to the Sun and Tail of the Dragon), but others have been added. Look for the rules and the 2012 collection soon.

A Great Route for the 37th Annual Three Flags Classic

Pay attention to the 37th annual Three Flags Classic. If you haven't taken the plunge, this may be your year. We start in El Paso Texas and end in Nelson BC. That diagonal line will take us through many miles of mountain and scenic roads. If you haven't pushed yourself for 2100 miles in four days, perhaps this is the year. Assuming, of course, you have what it takes.



Our Awards and Appreciation Banquet is March 3

Once again we are expanding the content of our annual appreciation banquet. What started as the USA Four Corners Banquet is now our big annual celebration of many of the riders and volunteers that make SCMA what it is today. We will honor the 2011 USA Four Corners finishers and the Triple Crown winners as we have in the past. But this year we will add several new appreciation and award moments and initiate something extra special you will want to witness. SCMA has been around a long time because of

the sweat, imagination and teamwork of remarkable people. Come honor them, catch up with old friends and look ahead to the 2012 riding calendar.

The USA Four Corners (and the True X) Is Going Strong for the 29th Year

How does 25 states and 8000 miles in less than 21 days sound? How about rain, wind, heat and a chronic pass in your ass for three weeks? And how about meeting people and viewing scenery that can only be appreciated on the back of a

motorcycle? It has sounded good to the 1400 riders that have done all of that and more. You could be next. Or you could do it again. Ask people like Ray Davis what it means to complete the corners many times. Sign up and see.

A New Membership Category for Companies

This year we are initiating a "Sponsoring Corporate Membership" category. For an annual membership fee of \$400 these members will get a half-page ad in the

newsletter for 12 months and will be prominently mentioned at the Three Flags Classic and the Annual Awards and Appreciation Banquet. Proceeds from this membership class will go directly to the riders as door prizes for the Three Flags Classic. For years SCMA and its riders have received tremendous support from vendors for the Classic. This new membership category and the high profile it provides is SCMA's way of substantively saying "thank you" to our loyal sponsors.

Membership Report

By Sally Bishop, Membership

As of December 2011 we have 718 members. 137 members receive mailed Newsletters. 8 of those are in Canada.

Income:

New Members:	Regular 6 @ \$25	\$150.00
	Newsletter 1 @ \$45	\$ 45.00
Renewals:	Regular 2 @ \$25	\$ 50.00
	Newsletter 2 @ \$45	\$ 90.00
Total Income:		\$ 335.00

Expenses:

Postage: Newsletter	0	\$ 0.00
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SCMA Executive Board 2011-2012



Chairman

Blake Anderson
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Vice Chairman

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Recording Secretary

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Open

SCMA Webmaster

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SCMA Newsletter

Blake Anderson
714.801.3931
BlakePAnderson@gmail.com

SCMA Monthly Meetings are open to all SCMA members and their guests. Monthly General Membership meetings are generally held on the 2nd Saturday of each month at the Angeles National Golf Course in Sunland, CA @ 9:00 a.m. Check calendar for updated info.

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Southern California Motorcycling Association

presents:



Sunday January 15, 2012

Start time 8-10 a.m.
Grinder Restaurant
1 W. Los Angeles Ave.
Moorpark, CA
805-529-7238

This year's soup run will have a bit of a twist...instead of soup we are going to have... Cincinnati Chili. Your choice of a 3 Way, 4 Way or a 5 Way. I hear you say that you don't know what that is....well come on out, enjoy a pleasant ride and then indulge in your choice of Cincinnati's favorite! I guarantee you will love it!



SCMA Members ride *FREE*
\$10 for non-members

All riders must bring 2 cans of soup for entry

(Please do not bring outdated cans. Both cans of soup, along with proceeds, will be donated charity this year)

Cincinnati Chili is being served this year,
cooked by our own Vice-Chairman Huey Ward
at the finish from 11 a.m. to 3 p.m. Ride closes at 3 p.m.

**CHECK WEBSITE FOR UPDATED INFORMATION OR
CALL 760-954-9054 OR 714-801-3931**

Rain Date is Sunday, January 22, 2012



SCMA 2012



SWEETHEART RIDE



Traveler's Award

Sunday, February 12, 2012

Sign In: 8-10 a.m.

Ride closes at 3 p.m



Traveler's Award

ENTRY FEE
\$ 10.00

Sign In: Simi Valley Honda
4346 E. Los Angeles Ave
Simi Valley

For Information call: **805-990-3849**

Complete entry form and mail with check or money order made payable to SCMA to:

Joel Briggs – SCMA – P.O. BOX 487 – Norwalk, CA 90651

MAIL IN DEADLINE: February 2nd, 2012



RIDER

PASSENGER

Name _____

Name _____

Address _____

Address _____

City _____ State ___ Zip _____

City _____ State ___ Zip _____

Telephone _____

Telephone _____

SCMA or AMA number _____

SCMA or AMA number _____

Distracted Driving

Distracted Driving Is Everywhere—And We Are All Part of the Problem

A recent study commissioned by Allstate Insurance and the California Friday Night Live Partnership, a youth-services organization, reveals a surprising fact about California driving: Much of it is a distracted mess.

The study, which took place at 62 intersections across California, chronicled 6,700 cases of distracted driving in one 60-minute period. On average, there were 108 instances of distracted driving at every intersection. Allstate and the youth organization say they commissioned the study to raise awareness among adult and teen drivers about the importance of distraction-free driving.

The study broke out the top California driver distractions. Eating was at the top of the list.

In the hour that the study monitored the 62 intersections, 1,794 drivers were observed eating or drinking. That's an average of 29 drivers per intersection. 1,212 drivers (19 per intersection) used cell phone without a hands-free device, which is illegal in California. Texting or reading something on a phone came next, with 1,099 people committing the offense. Personal grooming followed at 565.

Smoking made the list (455), reaching into the passenger or rear seat (233), wearing headphones (194) and reading (85). One driver was seen writing behind the wheel. In Redding, a couple was spotted kissing.

What a long and varied list! Point is, distractions are distractions, and we have a tendency to simplify the issue into a simple answer: "Ban cell phones in cars!" But the problem is bigger than we want to admit.

The fact is distracted driving is everywhere. Does this mean everyone is guilty of distracted driving? Probably. It certainly includes me. And, it includes you. Distracted driving happens every minute of every hour of every day. It is dangerous for all drivers and deadly for motorcyclists like you and me.



Distracted driving doesn't get the attention it deserves. Think about it: If the numbers in the Allstate study applied to alcohol-impaired driving, there would be new widespread awareness and outrage, new enforcement efforts by police and new self-regulation. Instead, we ban hand-held phones in a few states, ignore the ban and feel good about ourselves. So, let's all keep both hands on the wheel, both eyes on the road and our heads focused on driving. And let's urge our friends and family to do the same.

Calendar

January

- 8 So. Coasters Temecula GMM & Ride
- 14 SCMA General Membership Meeting
- 15 SCMA *Soup Run*
- 22 SCMA *Soup Run* (rain date)

February

- 4 So. Coasters Santa Ysabel GMM & Ride
- 11 SCMA General Membership Meeting
- 12 SCMA Sweetheart Ride
- 18-19 BMWCOOSC *Shafter & Solvang Ride*
- 18-20 So. Coasters Death Valley & Lone Pine Ride
- 26 SCMA Sweetheart Ride (rain date)

March

- 3 SCMA Awards & Appreciation Banquet
(including Triple Crown)
SCMA Awards & Appreciation Banquet Day Ride
- 4 So. Coasters Barona GMM & Ride
- 10 SCMA General Membership Meeting
- 11 PMC Poker Run
- 17-18 Shamrocks Shafter & Solvang Ride
- 18-20 BMWCOOSC Beatty & Death Valley Ride
- 24 BMWCOOSC Angeles Crest Highway Ride
- 25 PMC Poker Run (rain date)
- 26 SCMA Three Flags Classic Registration Deadline



Here's what's on the road ahead. For more information, check the website @ sc-ma.com

See our entire 2012 calendar of riding and special events on our website www.sc-ma.com. Information about our premier riding events including rules, applications and liability release forms can be found there too.

And now, a word from our lawyers...

Articles and advertising must be received by the tenth of the month in order to appear in the next published issue of SCMA News (that is, one month out).

Send advertising material to: Southern California Motorcycling Association, PO Box 487, Norwalk, CA 90651-0487.

All SCMA sponsored event fliers must have: "A Southern California Motorcycling Association Event" displayed prominently on them. "Sanctioned by the AMA" can only

appear on flyers for those premier SCMA events that have actually received an AMA sanction.

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